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Atty's Docket No. 37865.010400

In re application of: G. Colby Conkwright et al.  
Serial No.: 10/020,512  
Filed: December 18, 2001

ASSISTANT COMMISSIONER FOR PATENTS  
Washington, D.C. 20231

Sir:

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Transmitted herewith is an Amendment and Response Under 37 CFR §1.116 in the above-identified application.

☒ Applicant claims Small Entity Status

☒ No additional fee is required.

The fee has been calculated as shown below.

(1)	(2) CLAIMS REMAINING AFTER AMENDMENT	(3)	(4) HIGHEST NO. PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEE
TOTAL CLAIMS	29	MINUS	30	0	X \$9.00	0
INDEP. CLAIMS	7	MINUS	7	0	X \$39.00	0
<input type="checkbox"/> FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM						
				TOTAL ADDITIONAL FEE FOR THIS AMENDMENT		\$0.00

☐ The amount of \$ \_\_\_\_\_ is included in the attached check.

☐ Please charge my Deposit Account No. 50-0653 in the amount of \$ \_\_\_\_\_. Two copies of this sheet are attached for this purpose.

Applicant(s) request(s) that the time for taking action in this case be extended pursuant to 37 C.F.R. §1.136(a).

☐ Included in the attached check is the statutory fee of \$ 0 for an extension of time for 3 months.

☒ If the box for the sentence immediately above is marked but no check is attached, then charge the statutory fee recited in such sentence for an extension of time of the number of months recited in such sentence to Deposit Account No. 50-0653. Two copies of this sheet are attached for this purpose.

☐ Charge the Statutory Fee of \$ \_\_\_\_\_ for an extension of time of \_\_\_\_\_ month(s) to Deposit Account No. 50-0653.

☒ The Commissioner is hereby authorized to charge any deficiencies in payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 50-0653:

☒ Any filing fees under 37 C.F.R. §1.16 for the presentation of extra claims.

☒ Any patent application processing fees under 37 C.F.R. §1.17.

Respectfully submitted,

Greenberg Traurig

DATE: January 28, 2003

BY: 

James E. Goepel (Reg. No. 50,851)



Atty Docket No: 37865.010400

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of: :  
**CONKWRIGHT, Colby et al.** : Group Art Unit: 3624  
Serial No.: 10/020,512 : Examiner: COLBERT, Ella  
Filed: 12/18/2001 :  
For: **PRIVACY COMPLIANT MULTIPLE DATASET CORRELATION AND CONTENT DELIVERY SYSTEM AND METHODS**

**AMENDMENT AND RESPONSE UNDER 37 CFR §1.116**

Honorable Assistant for Commissioner for Patents  
Washington, D.C. 20231

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SIR:

This is in response to the Office Action dated December 11, 2001. Applicants thank Examiner Colbert for meeting with Dr. Michael J. Vinson, an inventor of the above-referenced invention, and James Goepel, Agent for Applicants, to discuss the above-referenced application and Office Action. The proceedings of the interview were summarized in an Interview Summary which was prepared by Examiner Colbert at the end of the interview.

**IN THE CLAIMS:**

Please cancel Claim 2.

Please amend the claims to read as follows; a Version Illustrating Changes Made is included for the Examiner's reference:

1. An individually targeted content delivery method comprising:

- collecting data associated with at least one set top box in a privacy compliant manner;
- deriving at least one user model for each set top box based on the collected data;
- storing the derived at least one user model and an identifier corresponding to the set top box from which the at least one user model is derived in a storage means for later retrieval;
- selecting content and associated content attributes to be delivered to at least one set top box;
- delivering the selected content and content attributes to the set top box;